INTEREST IN PURCHASING RAFFLES vs. OPINION ON STRENGTH OF TASTE

	KING-SIZE MENTHOL SMOKERS						
	Very Strong	Strong	Average	Mild	Very Mild	Strong-Tasting	Mild-Tasting
N =	8	26	44	104	42	34	146
	%	%	%	%	%	%	%
Positive Intent	12	30	55	62	71	27	65
Definitely buy them	-	15	21	26	38	12	30
Probably buy them	12	15	34	36	33	15	35
Might Or Might Not Buy Them	12	15	27	19	12	15	17
Negative Intent	75	54	18	19	17	58	18
Probably not buy them	25	35	14	10	10	32	10
Definitely not buy them	50	19	4	9	7	26	8

QUESTION: Now that you've tried them, how likely would you be to buy Players cigarettes if they were available in stores where you shop? Would you... (READ LIST)?

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Source: https://www.industrydocuments.ucsf.edu/docs/rrnj0004